



MINUTES DISCOVER FLAGSTAFF TOURISM COMMISSION

May 25, 2021 – 1:00 p.m.-3:00 p.m.

[Join Meeting](#)



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Madeksza called the meeting to order at 1:08 p.m.

B. ROLL CALL:

Terry Madeksza, Chair, [present](#)

Jennifer Grogan, Vice-Chair, [absent-excused](#)

Steve Finch, [present](#)

Lynda Fleischer, [absent-excused](#)

Ellen Jimenez, [present](#)

Joe O'Donnell, [absent-excused](#)

Jennifer Rolley, [present](#)

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

A. Chair & Commissioners

Commissioner Finch stated that he was a part of the Coconino Supervisor's Meeting and they are rescinding the Mask Mandate as of June 1, 2021 but still encourage wearing masks and to remain cautious.

B. Council Liaison – Councilmember Regina Salas – [Councilmember Salas was unable to attend today's meeting due to City Council Executive Session.](#)

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

[None](#)

E. APPROVAL OF MINUTES

A. April 27, 2021 Meeting

MOTION:

Commissioner Finch made a motion to approve the minutes from the April 27, 2021 meeting; Commissioner Jimenez seconded the motion. The motion was approved by unanimous vote.

F. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Ms. Craig presented the Attractions Report. Starting to see visitation numbers increasing. Lowell Observatory, The Arboretum at Flagstaff, and Museum of Northern Arizona are continuing to show their online and virtual events.

B. Director & Staff

Staff gave monthly reports for April 2021 for Administration, Marketing & Creative Services, Social Media, Public Relations, Sales and Visitor Services.

Questions/Comments:

- Commissioner Jimenez stated that the numbers were looking great! She also asked if we are concerned about numbers dropping with California opening? Ms. Pappas was not aware of their numbers and mentioned the website visits are increasing.
- Commissioner Sweet mentioned she is seeing the same increase in numbers at her business.
- Commissioner Finch also mentioned that he is hearing the same increasing numbers from the restaurants.
- Commissioner Finch asked if the visitors are seeing the same great value? Yes, they are informed at the Visitor Center.

C. Chair

Chair Madeksza thanked the entire team and shows and upward trajectory in efforts.

G. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

A. Agenda Items

Update on City Budget's Plan for "American Rescue Act" at the June/July meeting and Sales Tax Revenues.

B. Next meeting date: June 22, 2021 at 1:00 p.m.

H. ADJOURNMENT

MOTION:

Commissioner Finch made a motion to adjourn the meeting at 2:08 p.m. Commissioner Rolley seconded the motion. The motion was approved unanimously.